

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 9/1/2015	(3) CONTACT/PHONE Nikki J. Schmidt (805) 781-5496	
(4) SUBJECT Request to approve Amendment No. 1 extending the Agreement for Services with Multi Marketing Corp. dba Archer and Hound Advertising two years (July 1, 2015 through June 30, 2017) in the amount of \$465,705 to provide marketing services on behalf of the Cambria Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID). District 2.			
(5) RECOMMENDED ACTION It is recommended that your Board approve Amendment No. 1 extending the Agreement for Services with Multi Marketing Corp. dba Archer and Hound Advertising two years (July 1, 2015 through June 30, 2017) in the amount of \$465,705 to provide marketing services on behalf of the Cambria Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID).			
(6) FUNDING SOURCE(S) Business Improvement District assessment	(7) CURRENT YEAR FINANCIAL IMPACT \$465,705.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____ ) <input type="checkbox"/> Board Business (Time Est. ____ )			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A    Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) District 2			

# County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 9/1/2015

SUBJECT: Request to approve Amendment No. 1 extending the Agreement for Services with Multi Marketing Corp. dba Archer and Hound Advertising two years (July 1, 2015 through June 30, 2017) in the amount of \$465,705 to provide marketing services on behalf of the Cambria Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID). District 2.

## **RECOMMENDATION**

It is recommended that your Board approve Amendment No. 1 extending the Agreement for Services with Multi Marketing Corp. dba Archer and Hound Advertising two years (July 1, 2015 through June 30, 2017) in the amount of \$465,705 to provide marketing services on behalf of the Cambria Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID).

## **DISCUSSION**

On May 4, 2013, the Board approved the original agreement for services with Multi Marketing Corp., dba Archer and Hound Advertising (Archer and Hound) to provide marketing services on behalf of the Cambria local area of the CBID. On June 9, 2015, the Cambria Local Area Advisory Board voted to recommend extending the agreement for service with Archer and Hound for two additional years (July 1, 2015 through June 30, 2017). In addition, they approved the marketing budget in the amount of \$465,705 for FY 2015-16. On June 24, 2015, the CBID Advisory Board also voted to recommend the continuation of the agreement with Archer and Hound. Specific details pertaining to the marketing plan for FY 2015-16 can be found in Exhibit A-1 of Amendment No. 1 attached.

## **OTHER AGENCY INVOLVEMENT/IMPACT**

The Cambria Local Area Advisory Board recommends the continuation of the agreement with Archer and Hound. They worked with Archer and Hound to develop the marketing plan as proposed in Exhibit A-1. Administrative Office staff provides support and acts as the liaison between the County, the CBID and local area advisory boards. County Counsel reviewed the agreement for form and legal effect.

## **FINANCIAL CONSIDERATIONS**

The CBID is funded by a 2% assessment of the rent charged per occupied room per night from lodging businesses (hotels, motels, bed and breakfasts, and vacation rentals) within the CBID. The ordinance requires that 1% of the 2% assessment be spent in the local area that it is collected from. This amendment with Archer and Hound will be funded completely out of assessments specifically collected from the Cambria local area and no County General Fund dollars will be used. As noted, Archer and Hound will be paid in an amount not to exceed \$465,705 in FY 2015-16 to provide the services as outlined in Exhibit A-1 of Amendment No. 1 attached.

## **RESULTS**

The County has not established performance criteria beyond the legal contractual obligations to expend the funds for the identified purposes. The onus is on the designated contractors that are selected by the Cambria Local Area Advisory

Board to meet the expectations of the lodging business owners paying the assessment within the Cambria local area. The Cambria Local Advisory Board will track the performance of Archer and Hound during the term of this agreement.

**ATTACHMENTS**

1. Amendment No. 1 to the Agreement for Services with Multi Marketing Corp., dba Archer and Hound
2. Cambria Local Area Advisory Board June 9, 2015 minutes